

ADMINISTRATIVE - INTERNAL USE ONLY

Approved For Release 2003/05/27 : CIA-RDP84-00780R001400090034-3

DD/S REGISTRY

FILE *Personnel 13*
18 JUL 1966

MEMORANDUM FOR: Director of Personnel

SUBJECT : Agency-Identified Recruitment Advertising

1. I am returning herewith the proposal dated 13 July 1966 advocating recruitment advertising in Newsweek and Time magazines. I do not quarrel with the substance of the advertising, but I feel that the timing, the national prominence that such advertising would receive, and the public climate regarding CIA makes this proposal inappropriate at this time.

2. I suggest that you seek to advertise in other media less prominent than these magazines to effect the desired recruitment. Perhaps later we can consider this type of advertising, but now is not the time nor is the public climate favorable.

SIGNED R. L. Bannerman
R. L. Bannerman
Deputy Director
for Support

Att

DD/S:RLB:jvw (15 Jul 66)

Distribution: *rf*

Orig - Adse w/O DD/S 66-3643 w/Att

☒ - DD/S Subject w/ccy DD/S 66-3643

1 - DD/S Chrono

DD/S 66-3643: Memo dtd 13 Jul 66 to ExDir.-
Compt., fr D/Pers., subj:
same as above.

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